



Education Management Corporation

April 6, 2011

Martin Smith, Producer/Correspondent
FRONTLINE - WGBH-TV
One Guest Street
Boston, MA 02135

Mr. Smith,

We are aware that you are promoting a segment on your website entitled "Educating Sergeant Pantzke"—a so-called "investigation into how for-profit schools are aggressively recruiting huge numbers of new veterans with educational promises..."

(<http://www.pbs.org/wgbh/pages/frontline/programs/info/2912a.html>). We understand that it is slated for broadcast on April 19, 2011.

This letter is to express concern with your continued pursuit of a skewed story line that, despite our best efforts to afford balance, is anticipated to present an inaccurate reflection of The Art Institutes, and an unfair and unbecoming characterization of a veteran and current student of The Art Institute of Pittsburgh – Online Division.

It is troubling that *Frontline* is willing to run a news story that no longer bears the slightest resemblance to Sergeant Pantzke's current status, having recently made the choice to **re-enroll** in The Art Institute of Pittsburgh Online Division.

- During the time he sat for your interview, Sergeant Pantzke was not enrolled. Today, he has re-enrolled and is a student in the Photography program at The Art Institute of Pittsburgh – Online Division. **Will your report provide viewers with this new information?**
- Sergeant Pantzke may wish to affirm his current academic standing. **Will you inform viewers of his current status?**
- The Art Institute of Pittsburgh offers students including Sergeant Pantzke extensive and variable tutoring services, at no charge, ranging from self-directed to live interactive support. **Will you include mention of this fact?**
- As you know, we are unable to comment on the amount of tuition and fees received from Sergeant Pantzke due to FERPA restrictions. However, we would like to emphasize that we cannot restrict students from borrowing more financial aid than they need to fund their direct educational costs, if they are eligible for financial aid. Once the student's direct education costs are covered, the remainder of any funds received by the school is disbursed to the student. Active duty military and veterans have final authority over how they use or apply their aid in excess of tuition and fees charged by an academic institution. Sergeant Pantzke would be able to tell you the exact amount of tuition and fees he actually paid to The Art Institute of Pittsburgh.

We also submit that your "down-and-out" portrayal of Sergeant Pantzke does not fully represent the experiences of thousands of veterans and enlisted military who have earned a degree from The Art Institutes and now enjoy a successful career as a result of their education. Your heavy reliance on the testimony of one individual to assert the claims that an entire population of students has somehow been exploited is irresponsible journalism at its best. We vigorously deny any such allegations and take exception to the implication that our veterans and enlisted military, who have chosen to pursue an education with us, are in some way de-valued as a result of their decision.

We can only surmise that the adversarial lens through which you have chosen to produce this story will provide few, if any, mentions of the numerous military graduate successes that were provided to you specifically for this segment. What *Frontline* might **have considered, instead of an attack on a sector** of higher education, is to inquire about the unique educational needs of our returning military population and how ALL institutions of higher education can best serve them through improved program delivery and support services.

If you are unwilling to present information fairly and accurately, we request the opportunity to meet with your legal counsel to discuss the ramifications of such decisions prior to airing of the piece.

Our first priority has always been an uncompromising commitment to ensuring that we can deliver the best education possible to all students and with the highest degree of honesty and integrity. What is not fair is the implication that we've somehow broken promises and have impeded a student's ability to succeed.

Sincerely,

Jacquelyn P. Muller
Vice President